



## 教學計劃表 Syllabus

|                                    |                                |                             |         |                                       |                    |  |  |  |
|------------------------------------|--------------------------------|-----------------------------|---------|---------------------------------------|--------------------|--|--|--|
| 課程名稱(中文)<br>Course Name in Chinese | 管理資訊系統                         |                             |         | 學年/學期<br>Academic Year/Semester       | 114/2              |  |  |  |
| 課程名稱(英文)<br>Course Name in English | Information Management Systems |                             |         |                                       |                    |  |  |  |
| 科目代碼<br>Course Code                | DMSI20090                      | 系級<br>Department<br>& Year  | 學二      | 開課單位<br>Course-Offering<br>Department | 數位行銷與服務創新國際<br>學士班 |  |  |  |
| 修別<br>Type                         | 學程 Program                     | 學分數/時間<br>Credit(s)/Hour(s) | 3.0/3.0 |                                       |                    |  |  |  |
| 授課教師<br>Instructor                 | /吳怡菱                           |                             |         |                                       |                    |  |  |  |
| 先修課程<br>Prerequisite               | /#計算機概論                        |                             |         |                                       |                    |  |  |  |

## 課程描述 Course Description

This course provides an introduction to Management Information Systems (MIS) and examines the role of information systems in supporting a range of organizational functions.

## 課程目標 Course Objectives

| 系專業能力<br>Basic Learning Outcomes |                            | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |
|----------------------------------|----------------------------|---|
| A                                | 具備以資訊技術協助企業運作與商業管理之知識與應用能力 | ●   |
| B                                | 具備邏輯思考、問題分析與解決之能力          | ●   |
| C                                | 具備溝通協調與團隊合作之能力             | ○   |
| D                                | 具備創新思維之能力                  | ○   |
| E                                | 具備國際視野及外語溝通之能力             | ○   |

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

## 授課進度表 Teaching Schedule &amp; Content

| 週次 Week | 內容 Subject/Topics   | 備註 Remarks |
|---------|---|------------|
| 1       | Peace Memorial Day  | (No Class) |
| 2       | Syllabus (self-introduction, teaching schedule, grading and assessment, grouping) |            |
| 3       | Ch1 Business Information Systems<br>Ch2 Global E-business and Collaboration       |            |
| 4       | Ch3 Achieving Competitive Advantage with Information Systems                      |            |
| 5       | Ch4 Ethical and Social Issues in Information System                               |            |
| 6       | Spring Break  | (No Class) |

|    |  |            |
|----|--|------------|
| 7  | Exam1 and Questionnaire  |            |
| 8  | Ch5 Information Technology infrastructure<br>Ch6 Foundations of Business Intelligence  |            |
| 9  | 期中考試週 Midterm Exam (No class)  | (No Class) |
| 10 | Labour Day   | (No Class) |
| 11 | Ch9 Achieving Operational Excellence and Customer Intimacy:<br>Enterprise Applications |            |
| 12 | Ch11 Improving Decision Making and Managing AI   |            |
| 13 | Exam 2 and Questionnaire 2   |            |
| 14 | Final Presentation   |            |
| 15 | Final Presentation   | (No Class) |
| 16 | 期末考試週 Final Exam   |            |
| 17 | Dragon Boat Festival   | (No Class) |
| 18 | Free Discussion  | optional   |

#### 教 學 策 略 Teaching Strategies

課堂講授 Lecture       分組討論 Group Discussion       參觀實習 Field Trip  
 其他Miscellaneous:

#### 教 學 創 新 自 評 Teaching Self-Evaluation

##### 創新教學 (Innovative Teaching)

問題導向學習 (PBL)       團體合作學習 (TBL)       解決導向學習 (SBL)  
 翻轉教室 Flipped Classroom       磨課師 Moocs

##### 社會責任 (Social Responsibility)

在地實踐 Community Practice       產學合作 Industy-Academia Cooperation

##### 跨域合作 (Transdisciplinary Projects)

跨界教學 Transdisciplinary Teaching       跨院系教學 Inter-collegiate Teaching

業師合授 Courses Co-taught with Industry Practitioners

##### 其它 other:

\_\_\_\_\_

學期成績計算及多元評量方式 Grading & Assessments

| 配分項目<br>Items   | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |              |
|---|--------------------|--------------------|----------|----------|----------|----------|----------|--------------|
|   |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定     |
| 平時成績(含出缺席)<br>General Performance<br>(Attendance Record)              | 30%                | ✓                  |          |          |          |          |          | Exam*2       |
| 期中考成績 Midterm Exam  |                    |                    |          |          |          |          |          |              |
| 期末考成績 Final Exam  | 30%                |                    |          | ✓        | ✓        |          |          | Presentation |
| 作業成績 Homework and/or<br>Assignments                                   | 30%                |                    | ✓        |          |          |          |          | Exercise     |
| 其他 Miscellaneous<br>(attendance,<br>participation or<br>contribution) | 10%                |                    |          |          |          |          |          |              |

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Title: Management information system

Authors: Kenneth C. Laudon, Jane P. Laudon,

Publisher: Pearson Education,

Edition: 17,

ISBN-10: 9781292403281

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website (Including online teaching information.

Personal website can be listed here.)

其他補充說明 (Supplemental instructions)

Bookseller :

高等教育業務部北區業務組 周益彰 (MR. Zhou)

華泰文化事業股份有限公司

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